



DOCKET NO. PHA 23,761 (PHIL06-00969)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Technology Center 2600

In re application of: WILLIAM P. LORD ET AL.
Serial No.: 09/606,400
Filed: June 29, 2000
For: CLOSED LOOP ADDRESSABLE ADVERTISING SYSTEM
AND METHOD OF OPERATION
Group No.: 2611
Examiner: Brian K. Shelton

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING BY FIRST CLASS MAIL

Sir:

The undersigned hereby certifies that the following documents:

1. Amendment and Response To Office Action; and
2. Two postcard receipts;

relating to the above application, were deposited as "First Class Mail" with the United States Postal Service, addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on September 21, 2004.

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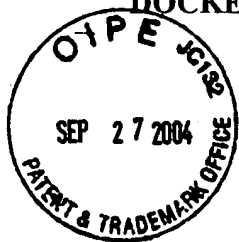
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AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Office Action dated June 21, 2004, please amend the above-identified patent application as follows.